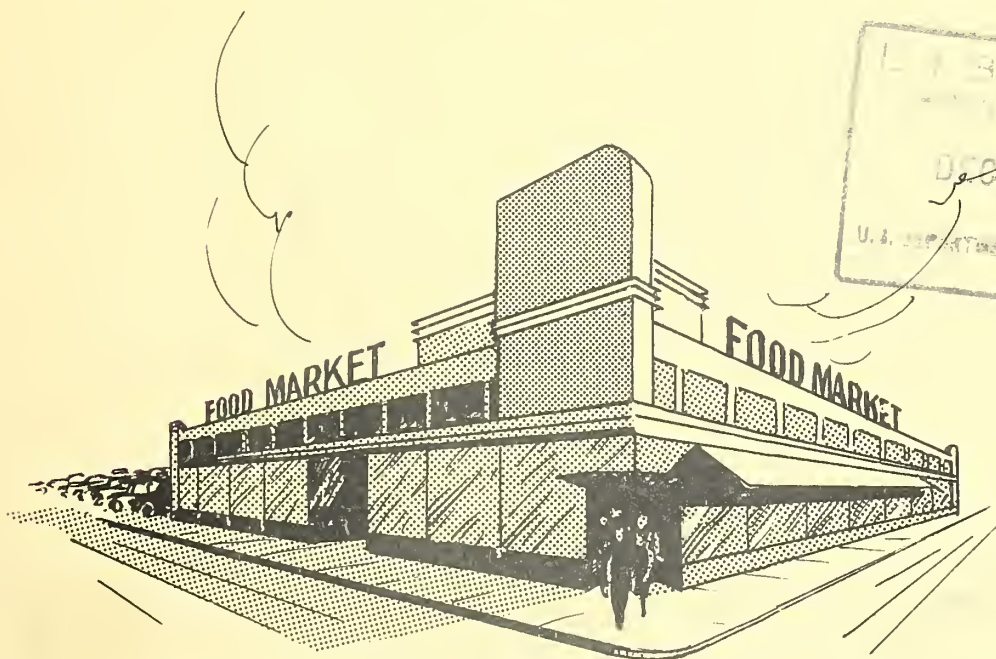


Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

Reserve,
.956
194A v1

Fruits and Juices
AVAILABILITY
in Retail Food Stores
..... August 1952^x



U.S. DEPARTMENT of AGRICULTURE
Production and Marketing Administration
Fruit and Vegetable Branch

FOREWORD

This report summarizes information on availability of certain fresh citrus fruits, and canned and frozen juices in retail food stores in the United States during August 1952 and dried fruits during May 1952 as compared with earlier survey months. Availability of fresh citrus fruits is expressed both as a percentage of all food stores and as a percentage of those customarily handling fresh fruits or vegetables. Preceding reports in this series, issued by the Fruit and Vegetable Branch of the Production and Marketing Administration, have presented similar information obtained from surveys during the months of October 1948; April, August, and November 1949; May and August 1950; and February, May, and August of 1951; and February 1952.

Data on availability of these fruit and juice products were obtained from a national probability sample of approximately 1,800 retail stores distributed among the 5 regions indicated in Table 1. Within each of the regions, the sample is comprised of approximately 50 counties, with an average of 5 to 6 sample stores per county. In each of the three cities, Chicago, New York, and Los Angeles, the sample has been enlarged to include a minimum of about 150 stores. Large stores were sampled at a heavier rate than small ones in order to obtain better representation among these stores than would have been possible in the case of proportionate representation. Data on availability of these fruits or fruit products in retail food stores are presented in this report according to: (1) Type of store management, (2) size of the store in terms of annual dollar volume of business, (3) location by geographic region as indicated in Figure 1, and (4) by size of city in which the store is located.

This work is financed cooperatively by participating fruit industry groups and the United States Department of Agriculture. Funds used by the United States Department of Agriculture are those provided under the Agricultural Marketing Act.

Contents

	Page
Summary	1
Figure 1 - Survey regions.....	9
Table 1.- Composition of store samples for national retail food store audit, August 1952.....	10
Table 2.- Fresh oranges: Percent of retail food stores with oranges available, by store classification, city size, and geographic area, specified months, 1950 - 1952.....	11
Table 3.- Fresh lemons: Percent of retail food stores with lemons available, by store classification, city size, and geographic area, specified months, 1950 - 1952.....	12
Table 4.- Juices, single strength ades, and ade bases: percent of retail food stores with indicated products available, specified months, 1950 - 1952.....	13
Table 5.- Frozen juices and ade bases: Percent of retail food stores having frozen food cabinets with indicated products available, August 1952.....	14
Table 6.- Frozen concentrated orange juice: Percent of retail food stores with product available, by store classification, city size, and geographic area, specified months, 1950 - 1952.....	15
Table 7.- Frozen concentrated orange-grapefruit blend and grapefruit juices: Percent of retail food stores with indicated product available, by store classification, city size, and geographic area, specified months, 1951 - 1952.....	16
Table 8.- Frozen ade bases: Percent of retail food stores with indicated products available, by store classification, city size, and geographic area, specified months, 1951 - 1952.....	17
Table 9.- Lemon juice, single strength: Percent of retail food stores with indicated can sizes of shelf pack and frozen lemon juice available, by store classification, city size, and geographic area, specified months, 1951 - 1952.....	18
Table 10.- Shelf-pack concentrated juices and ade bases: Percent of retail food stores with indicated products available, by store classification, city size, and geographic area, specified months, 1951 - 1952.....	19

Table 11.- Canned single strength orange juice: Percent of retail food stores with indicated can sizes available, by store classification, city size, and geographic area, specified months, 1951 - 1952.....	20
Table 12.- Canned single strength grapefruit juice: Percent of retail food stores with indicated can sizes available, by store classification, city size, and geographic area, specified months, 1951 - 1952.....	21
Table 13.- Canned single strength orange-grapefruit blended juice: Percent of retail food stores with indicated can sizes available, by store classification, city size, and geographic area, specified months, 1951 - 1952.....	22
Table 14.- Canned single strength tangerine juice: Percent of retail food stores with indicated can sizes available, by store classification, city size, and geographic area, specified months, 1951 - 1952.....	23
Table 15.- Canned single strength orangeade and lemonade: Percent of retail food stores with indicated can sizes of products available, by store classification, city size, and geographic area, August 1952.....	24
Table 16.- Canned prune juice: Percent of retail food stores with indicated container sizes available, by store classification, city size, and geographic area, specified months, 1951 - 1952.....	25
Table 17.- Dried fruits: Percent of retail food stores with indicated fruit available, specified months, 1950 - 1952.....	26
Table 18.- Dates, by origin: Percent of retail food stores with domestic and imported dates available, by store classification, city size, and geographic area, May 1951 - 1952.....	27
Table 19.- Dried prunes, by size and type of package: Percent of retail food stores with indicated consumer package available, by store classification, city size, and geographic area, May 1951 - 1952.....	28
Table 20.- Dried prunes and dates: Inventory in retail food stores, by store classification, city size, and geographic area, May 1952.....	29
Table 21.- Fresh oranges and lemons: Percent of retail food stores customarily handling fresh fruits and vegetables with indicated fruit available, by store classification, city size, and geographic area, specified months, 1951 - 1952....	30

FRUITS AND JUICES

AVAILABILITY IN RETAIL FOOD STORES

AUGUST 1952

SUMMARY

About twice as many retail food stores were carrying shelf-pack concentrated orange juice in August 1952 as last February, the only prior period for which data are available. There was also a moderate gain in the number of stores stocking frozen concentrated orange juice. Most of this increase, however, represented a gain in the number of stores equipped with frozen food cabinets. The proportion of stores with fresh oranges and canned single strength orange juice was almost unchanged from a year ago. August 1952 marked the first time availability information was obtained for canned "single strength" orangeade and frozen orangeade base. According to the survey, about one-fourth of the food stores had canned orangeade on hand, but only about one-tenth stocked frozen orangeade base.

There was a marked increase from a year ago in the proportion of stores stocking frozen lemonade base. About 42 percent of the stores had this product in August, compared with 35 percent a year earlier. At the same time, however, there was a slight decline in the number handling shelf-pack lemonade base. Slightly fewer stores had fresh lemons and canned lemon juice on hand than a year ago. Availability of canned lemon juice declined most in national chain stores. Frozen single strength lemon juice, however, could be bought in more food stores during August than in any prior survey month. Canned "single strength" lemonade, reported for the first time, appeared in about 9 percent of the stores surveyed.

Although 9 out of 10 of the retail food stores had canned single strength grapefruit juice on hand in August, only about 6 out of 10 had canned orange-grapefruit blended juice and only about 2 out of 10 had tangerine juice.

The survey for dried fruits in May 1952 indicated that at that time domestic dates were stocked by only about one-third as many stores as stocked imported dates—the percentages being 11 percent and 32 percent, respectively. More stores had dried prunes in stock—82 percent—than in May last year, and the proportion of regional chain stores selling dried prunes in transparent film bags increased. Retail store inventories of dried prunes in May were slightly higher than a year ago totaling about 5,600 tons and those of dates were almost unchanged at about 1,100 tons.

Frozen and Shelf-pack Concentrated Juices

A record proportion of the Nation's retail food stores--51 percent--had frozen concentrated orange juice on hand during August 1952. This represented a gradual but continued increase over the 48 percent handling the product in February 1952 and the 46 percent in August a year ago (table 4). The increase in availability from February to August represents a gain of about 16,000 in the number of stores handling frozen concentrated orange juice. The increase occurred mostly among stores with a sales volume under \$50,000 per year and those in cities of less than 100,000 population.

A slight decline from February to August in the proportion of national chain store outlets with frozen concentrated orange juice on hand was more than offset by an increase in the number of regional chain stores and independent stores that stocked this juice (table 6). The proportion of stores stocking frozen concentrated orange juice increased in each of the geographic regions, as well as in the three cities for which data are available, New York, Chicago, and Los Angeles.

The increased availability of frozen concentrated orange juice was directly associated with a further increase in the number of retail stores equipped with frozen food cabinets. This was particularly true with respect to the smaller stores which were primarily responsible for the increase in availability of this product between February and August of this year. Nine out of ten of the stores equipped with frozen food cabinets in August handled frozen concentrated orange juice (table 5).

Shelf-pack concentrated orange juice was stocked by nearly 43 percent of the Nation's retail food stores in August, nearly double the number that had this product available in February 1952 (table 10). Availability increased substantially in all geographic regions, with the largest relative increase in the South. There was also a sharp increase in the number of small stores that carried this product, as well as in stores in the smaller cities. Availability was greatest in national chain stores--75 percent--and lowest in independent stores--40 percent.

Frozen concentrated grapefruit juice was stocked by about 24 percent of the Nation's retail food stores in August 1952, a slight increase over the 22 percent in February. The increase was in part due to a larger proportion of national chain stores handling the product (table 7).

The proportion of stores handling frozen concentrated orange-grapefruit blended juice--15 percent--was almost unchanged from February, while the proportion stocking frozen concentrated grape juice--38 percent--was a record high (tables 4 and 7).

There was a substantial increase in the number of retail food stores handling shelf-pack concentrated prune juice. Nineteen percent of all stores had this item on their shelves in August, compared with only about 4 percent last February (table 10). The proportion handling the product increased markedly

in all regions, among all types of stores, and in all city sizes. Availability was greatest in national chain store outlets--53 percent--and lowest among independent stores--18 percent. Fewer stores in the South had shelf-pack concentrated prune juice on hand than elsewhere, but even so about six times as many in the South stocked this product as last February. Availability was highest in the North Central and Pacific regions.

Frozen single strength lemon juice was sold by about 11 percent of all retail food stores in August, compared with 8 percent in February. The number of stores handling frozen lemon juice increased substantially in the Mountain-Southwest and North Central regions (table 9). As a result of these gains, availability was greatest in these two regions. Although there was some increase in availability in the larger cities, the proportion of stores handling frozen single strength lemon juice in these cities was less than it was in cities of between 100,000 to 500,000 population.

Single Strength Ades and Ade Bases

Frozen lemonade base was available to consumers in about 42 percent of the U. S. retail food stores in August 1952, a sizeable gain over the level of about 34 percent in February 1952 and August 1951 (table 8). About 3 out of 4 of the stores equipped with a frozen food cabinet had frozen lemonade base (table 5). The average was highest for national chain store outlets where 9 out of 10 with freezer cabinets stocked this product. Although the number of stores handling frozen lemonade base has increased substantially, availability in August was only about equal to that achieved by frozen concentrated orange juice 2 years ago.

Shelf-pack (nonfrozen) lemonade base could be purchased in about the same proportion of stores--26 percent--in August 1952 as in the corresponding month a year ago. There was a decline, however, from 32 to 25 percent in the proportion of stores carrying this product in cities of between 10,000 and 100,000 population (table 10). Consumers also found the product in fewer of the stores in large cities of over 500,000 population. Declines in availability, compared with August of last year, were also noticed among all sizes of stores except the smallest, those with sales under \$50,000 annually. Availability increased in the smaller stores.

For the first time in this series of reports, availability information was obtained concerning the proportion of stores handling frozen orangeade base and frozen limeade base (table 8). Frozen orangeade base was found in about 12 percent of the stores during August, and frozen limeade base in about 10 percent. Availability of each was highest in the North Central region where about 20 percent of the stores handled these frozen bases. Availability of frozen limeade base was comparatively low in the Northeast region and the South. Frozen orangeade base availability was lowest in the South.

The August survey represented the first time that information was obtained concerning the proportion of retail food stores handling canned "single strength" orangeade and lemonade. Both of these products are relatively new in the food market.

Only 27 percent of the stores surveyed were stocking canned "single strength" orangeade. Availability was directly related to the size of the store. Sixty-seven percent of the stores with a sales volume in excess of \$500,000 annually were carrying the product (table 15). Almost all of the larger stores that stocked "single strength" orangeade had it available in 46-ounce cans, while about half of them also had it available in other can sizes. On the other hand, only about 19 percent of the smaller stores, those with less than \$50,000 sales per year, carried "single strength" orangeade. About as many of the smaller stores were selling orangeade in the small size cans as in the 46-ounce tins. The proportion of stores stocking orangeade was highest in the Pacific and North Central regions--about 35 percent--and lowest in the Northeast--17 percent. The proportion of stores selling the product was particularly low in New York City, where only 10 percent had it on hand.

About 9 percent of the Nation's food stores were selling canned "single strength" lemonade (table 15). A greater proportion of the regional chain store outlets carried it than any other major type of retail store. The percentages were 24 percent for regional chain outlets, 16 percent for national chains and 8 percent for independent grocery stores. The South and the Northeast had relatively fewer stores stocking canned single strength lemonade, 6 and 9 percent, respectively, as compared with about 11 percent for the other regions.

Canned Juices

Availability of most canned single strength juices in retail food stores was relatively unchanged in August 1952, compared with February of this year and August 1951 (table 4). However, there was a slight increase in the proportion of stores handling canned single strength orange, grapefruit, apple, pineapple, and prune juices.

Canned single strength orange juice was available in 95 percent of the food stores in August, slightly more than in February or in August of the past 2 years. One of the largest increases, since August 1951, in the proportion of stores handling canned orange juice occurred in the South. In that region, 98 percent of the stores surveyed had orange juice on hand, compared with 93 percent in August a year ago (table 11). On the other hand, slight declines were noted in the Northeast and Pacific regions. An increase in the proportion of independent stores with orange juice in 46-ounce cans, as compared with February, was primarily responsible for a slight gain nationally in the number of stores with orange juice available in this size container.

Canned single strength grapefruit juice could be bought by consumers in 89 percent of the Nation's food stores during August, slightly more than in February or in August 1951 (table 12). Availability increased considerably in the South and was also up in the North Central region. Increased availability in the South was due to a substantial increase in the percent of stores in that area stocking canned single strength grapefruit juice in 46-ounce cans--47 percent, compared with 40 percent last February. There was a decline in the number of stores in the Northeast region carrying single strength grapefruit juice. Fewer of the national chain store outlets had grapefruit juice in 46-ounce cans during August than in February, but more had the No. 2 can on their shelves.

Canned single strength orange-grapefruit blended juice was found in about three out of five of the retail food stores audited during August 1952. This was about the same proportion as in February and in August a year ago (table 13). Availability of orange-grapefruit blended juice was lowest in the smaller towns (less than 10,000 population) and in those stores with sales under \$50,000 per year. Only about 44 percent of these small stores were carrying blended juice, while 84 percent of them had grapefruit juice and 93 percent had orange juice. About 88 percent of the regional chain stores had blended juice on hand in August, slightly more than in February but still less than August last year.

Tangerine single strength juice in August was stocked by a comparatively small number of stores, only about one out of five. Only about half of the national and regional chain store outlets were selling this juice (table 14). In fact, there has been a steady decline in the proportion of national chain store outlets with tangerine juice available to their customers. Sixty percent of the national chain outlets stocked tangerine juice in August a year ago, about 53 percent had it last February, but only 45 percent were stocking it in August.

Availability of canned single strength lemon juice in retail food stores declined slightly, 47 percent in August 1952, compared with 49 percent a year earlier. The number of stores with single strength lemon juice declined substantially in the Northeast region--down about 9 percentage points--and in the Pacific region, where there was a 5 point decline (table 9). The reduction in availability from a year ago was greatest in national chain store outlets, declining from near 100 percent to 77 percent. This was largely the result of a sharp decline in availability of lemon juice in 5-1/2-ounce cans in these stores.

Consumers found prune juice in 72 percent of the Nation's retail food stores during August, about the same as in February, but slightly more than in August a year ago. The number of national chain store outlets with prune juice increased over February as a result of a greater proportion stocking it in quart bottles (table 16). All of the national chain outlets surveyed had prune juice in stock, compared with 91 percent in February. Only 56 percent of these chain stores, however, had prune juice on hand in cans or containers other than quart bottles, a sharp decline from the 86 percent in February. On the other hand, the proportion of independent stores with prune juice in containers other than the quart bottle increased somewhat as a result of appreciable gains in the South and Northeast regions.

Fresh Citrus

About 73 percent of the retail food stores in the United States had fresh oranges for sale during August 1952 according to survey indications. This was about the same proportion as was reported during August of last year (table 2). There were some changes, however, among various groups of stores. A slightly smaller number of national chain and independent stores had oranges on hand than a year ago, while the proportion of regional chain stores with oranges on hand increased from 94 percent to 97 percent. The survey also

found more retail food stores in the Mountain-Southwest region with oranges than in any preceding August during this series of surveys (beginning in 1949). The gain over August a year ago in the Mountain-Southwest area, however, was offset by a decline in availability in the Northeast region.

During August 1952, 82 percent of the stores customarily handling fresh fruits and vegetables had oranges for sale, compared with the 73 percent cited above for all stores (table 21). Even among those stores that generally handle fresh produce, availability was quite low in the South with only about 59 percent having fresh oranges on hand during August. When Florida oranges are in season, about 90 percent of these stores in the South handle this fruit. In all other regions, about 90 percent or more of the stores customarily handling fresh fruits and vegetables had oranges on hand.

Lemons were available in 81 percent of the retail food stores in August 1952, slightly less than the number handling them in the same month last year (table 3). The decline, as in the case of oranges, was apparently due to fewer stores in the Northeast region selling this fruit. Only 78 percent of the food stores in that region had lemons in stock, compared to 85 percent in August a year ago. And again similar to the situation for oranges, more stores had lemons on hand in the Mountain-Southwest region than during August of any prior survey year (beginning in 1949).

More regional chain stores had lemons available in August than a year ago, but there was a decrease in availability of lemons in national chain stores and independent groceries.

Ninety-one percent of the retail food stores customarily handling fresh fruits and vegetables had lemons available for purchase by consumers (table 21). Almost 9 out of 10 of the stores in the South with fresh produce had lemons on hand, compared to the 6 out of 10 with oranges. Fresh lemons were not in quite as many independent groceries handling fresh fruits and vegetables as in August 1951--about 90 percent, compared with 96 percent a year ago.

Dried Fruits

During May 1952, a separate survey was made of retail food stores to determine the proportion stocking dried prunes and domestic and imported dates, as well as the amount of inventory held in retail outlets.

According to the survey, only about 1 out of 10 stores had domestic dates on hand, compared with 1 out of 3 handling imported dates. Altogether about 42 percent of the food stores had dates in stock, or about the same number as a year ago (table 18).

Distribution of domestic dates was poorest in the South, where only about 2 percent of the stores had them on hand. In comparison, 39 percent of the stores in the Pacific region had these dates for sale. Availability of domestic dates in both national and regional chain stores, as well as in independent stores, was improved over that of a year ago but continued to be substantially less than that of imported dates.

Inventories of dates in the Nation's retail food stores in May 1952 amounted to 258 tons of domestic dates, 615 tons of imported dates, and 243 tons which were not identified as to origin (table 20). The total inventory of about 1,100 tons was almost the same amount on hand in these stores in May a year ago.

There was a slight increase in the number of retail grocery stores stocking dried prunes in May 1952, compared with a year ago (table 19). The gain was primarily the result of more independent groceries having this fruit on hand—about 81 percent of the stores of this type, compared with 76 percent in May 1951. The number of stores in the South with dried prunes on hand was also somewhat above that of a year ago. Most all of the national chain store outlets with dried prunes on hand had them available in the 1-pound or the 2-pound carton and about half also had them in transparent film bags. Similarly, almost every regional chain store carried dried prunes in cartons, but only about a third had film bags. This represented a substantial increase, however, in the proportion of regional chain stores selling dried prunes in film bags.

Inventories of dried prunes in hands of retail grocery stores totaled about 5,600 tons during May, up about 200 tons over this period a year earlier (table 20). The increase resulted from larger holdings in transparent film bags.

Figure I.-REGIONS FOR NATIONAL RETAIL FOOD STORE AUDIT.

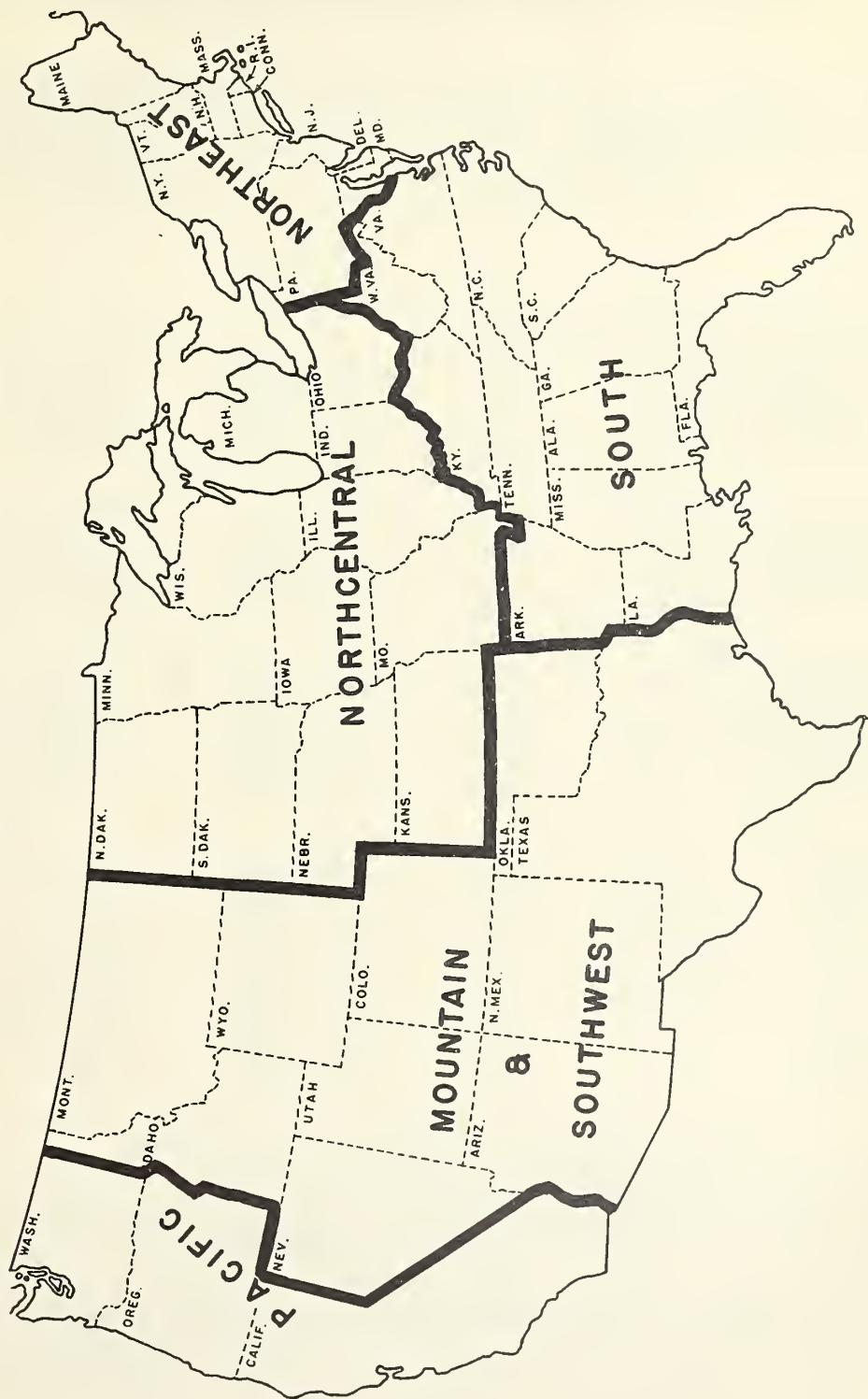


Table 1.- Composition of store samples for national retail food store audit 1/, August 1952

Classification	Number of stores audited		
	Total	With fruits and vegetables*	With freezer cabinets
U. S. total	1,762	1,554	1,284
Dollar volume of store business annually			
Under \$50,000	889	734	497
\$50,000 to \$100,000	430	392	363
\$100,000 to \$500,000	373	358	354
\$500,000 and over	70	70	70
Type of store management			
National chains	56	54	53
Regional chains	109	105	96
Independent groceries	1,597	1,395	1,135
City size, population			
Under 10,000	576	535	358
10,000 to 100,000	339	316	272
100,000 to 500,000	230	216	196
500,000 and over	617	487	458
Region <u>2/</u> or city			
Northeast	236	212	176
North Central	255	206	201
South	234	251	93
Mountain and Southwest	251	235	181
Pacific	223	209	194
New York City <u>3/</u>	217	116	152
Chicago <u>4/</u>	152	144	111
Los Angeles <u>5/</u>	194	181	176

* Stores customarily handling fresh fruits and vegetables.

1/ Conducted by Market Research Corporation of America for U. S. Department of Agriculture under AIA contract.

2/ Regions included the following States: Northeast - New England States, New York, New Jersey, Pennsylvania, Delaware, Maryland, and District of Columbia; North Central - Ohio, Indiana, Illinois, Michigan, Wisconsin, Minnesota, North Dakota, South Dakota, Nebraska, Kansas, Iowa, and Missouri; South - Virginia, West Virginia, Kentucky, Tennessee, North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, Louisiana, and Arkansas; Mountain-Southwest - Idaho, Montana, Wyoming, Colorado, Utah, Nevada, Arizona, New Mexico, Texas, and Oklahoma; Pacific - Washington, Oregon, and California.

3/ Not included in Northeast Region.

4/ Not included in North Central Region.

5/ Not included in Pacific Region.

Table 2.- Fresh oranges: Percent of retail food stores with oranges available, by store classification, city size, and geographic area, specified months, 1950 - 1952

Classification	1950	1951	1952	
	August	August	February	August
	Percent of stores			
U. S. total	71.1	74.8	83.7	73.2
Volume of store business				
Under \$50,000	63.5	64.2	77.3	62.3
\$50,000 to \$100,000	88.9	91.1	93.1	89.8
\$100,000 to \$500,000	94.7	96.3	96.9	95.4
\$500,000 and over	94.7	99.6	100.0	99.6
Type of store management				
National chains	96.2	94.2	100.0	92.3
Regional chains	88.3	93.9	97.0	97.4
Independent groceries	69.6	73.6	82.7	71.6
City size, population				
Under 10,000 1/	66.2	70.5	83.6	68.9
10,000 to 100,000	81.2	81.4	86.3	79.4
100,000 to 500,000	81.3	85.8	90.0	84.6
500,000 and over	65.9	73.0	75.7	71.1
Region 2/ or city				
Northeast	79.6	86.9	86.5	80.9
North Central	91.1	91.2	93.6	90.4
South	41.6	51.9	77.0	51.4
Mountain and Southwest	71.6	75.7	80.7	79.9
Pacific	92.7	93.3	91.3	90.4
New York City	47.4	55.3	57.6	48.2
Chicago	84.6	92.3	92.3	92.5
Los Angeles	84.2	81.8	86.9	89.4

1/ Includes rural route stores outside corporate city limits.

2/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America

Table 3.- Fresh lemons: Percent of retail food stores with lemons available, by store classification, city size, and geographic area, specified months, 1950 - 1952

Classification	: 1950	: 1951	: 1952	
	: August	: August	: February	: August
	Percent of stores			
U. S. total	77.9	83.3	75.7	81.4
Volume of store business				
Under \$50,000	72.4	76.6	66.4	74.4
\$50,000 to \$100,000	90.9	93.8	90.5	90.4
\$100,000 to \$500,000	94.8	96.4	93.4	97.7
\$500,000 and over	91.8	99.6	100.0	99.6
Type of store management				
National chains	97.1	100.0	100.0	98.3
Regional chains	80.7	95.0	95.1	97.4
Independent groceries	77.2	82.5	74.3	80.3
City size, population				
Under 10,000 1/	78.4	84.1	72.3	82.0
10,000 to 100,000	80.7	84.4	80.8	80.6
100,000 to 500,000	83.9	89.2	88.7	89.5
500,000 and over	66.8	75.0	71.4	75.5
Region 2/ or city				
Northeast	74.7	84.9	80.8	78.4
North Central	91.4	88.0	82.3	90.7
South	70.6	81.2	64.4	77.9
Mountain and Southwest	76.9	81.3	80.8	84.8
Pacific	94.0	92.2	89.6	90.4
New York City	43.9	58.7	59.1	51.2
Chicago	82.9	87.6	88.6	91.2
Los Angeles	85.1	83.4	80.3	88.3

1/ Includes rural route stores outside corporate city limits.

2/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America

Table 4.- Juices, single strength ades, and ade bases: Percent of retail food stores with indicated products available, specified months, 1950 - 1952

Commodity	1950	1951	1952	
	August	August	February	August
Percent of stores				
Canned juices				
Orange	91.7	94.2	94.1	95.2
Grapefruit	83.1	86.8	86.5	89.1
Orange-grapefruit blend	57.6	59.9	58.2	58.6
Lemon	48.0	49.2	48.5	47.5
Tangerine	18.5	18.8	19.6	18.2
Apple	44.8	48.5	51.0	53.6
Pineapple	79.0	80.4	84.2	83.4
Prune	68.0	71.2	72.4	72.3
Tomato	93.5	91.6	93.2	93.9
Grape	72.2	*	75.9	74.2
Canned single strength ades				
Orangeade	*	*	*	27.1
Lemonade	*	*	*	8.6
Frozen concentrated juices				
Orange	38.2	45.6	47.6	51.3
Grape	24.3	31.7	30.2	37.6
Orange-grapefruit blend	11.8	18.9	15.3	14.9
Grapefruit	15.8	24.3	21.7	23.9
Lemon 1/	*	*	8.2	11.3
Shelf-pack concentrated juices				
Orange	*	*	23.1	42.5
Prune	*	*	3.5	19.0
Ade bases				
Frozen				
Lemonade base	19.9	34.4	32.9	41.8
Orangeade base	*	*	*	11.6
Limeade base	*	*	*	10.4
Shelf-pack				
Lemonade base	12.2	27.2	19.3	25.9

* Data not available.

1/ Frozen single strength juice.

Source: National Retail Store Audit conducted by Market Research Corporation of America

Table 5.- Frozen juices and ade bases; Percent of retail food stores having frozen food cabinets with indicated products available, August 1952

Classification	Concentrated juices					Single strength lemon juice	Ade bases		
	Orange		Grape		Lemon		Orange	Lime	
	Orange fruit	blend	Grape fruit	blend					
----- Percent of stores -----									
U.S. total	90.6	42.1	26.3	66.3	19.9	73.7	20.4	18.4	
Volume of store business									
Under \$50,000	85.3	30.1	17.9	57.1	15.0	64.0	20.0	11.8	
\$50,000 to \$100,000	92.6	46.4	26.4	68.9	20.6	78.8	16.7	19.7	
\$100,000 to \$500,000	97.1	55.7	35.7	77.0	26.2	82.9	24.3	27.1	
\$500,000 and over	95.4	64.5	67.2	86.3	31.2	93.3	26.5	29.3	
Type of store management									
National chains	95.6	60.7	49.8	82.0	26.2	90.2	33.7	27.6	
Regional chains	94.3	54.5	42.0	79.2	25.5	79.2	26.4	16.1	
Independent groceries	90.1	40.6	24.4	64.8	19.2	72.8	19.5	18.2	
City size, population									
Under 10,000 1/	88.7	35.9	22.8	62.6	18.7	69.0	21.1	18.0	
10,000 to 100,000	95.9	49.1	28.5	71.7	19.9	79.3	20.4	22.1	
100,000 to 500,000	84.1	40.6	21.2	62.2	25.1	79.3	15.5	13.5	
500,000 and over	91.2	47.9	35.9	70.0	19.0	72.7	22.3	16.4	
Region 2/ or city									
Northeast	91.2	42.8	28.6	66.6	18.1	73.3	19.6	7.8	
North Central	94.3	44.2	29.9	71.6	28.0	75.9	28.0	28.1	
South	85.7	38.8	16.2	58.5	13.1	73.3	15.4	19.4	
Mountain and Southwest	85.9	40.7	20.9	66.0	25.1	69.6	17.2	24.4	
Pacific	89.6	31.6	22.0	56.1	13.1	74.0	18.2	13.3	
New York City	90.8	61.5	49.5	76.4	14.8	69.7	23.6	10.8	
Chicago	96.6	40.4	26.8	76.7	22.1	78.7	10.7	23.2	
Los Angeles	92.0	35.3	21.3	57.6	-	77.1	.6	17.2	

1/ Includes rural route stores outside corporate city limits.

2/ Data for New York City, Chicago, and Los Angeles not included in regional totals

Source: National Retail Store Audit conducted by Market Research Corporation of America

Table 6.- Frozen concentrated orange juice: Percent of retail food stores with product available, by store classification, city size, and geographic area, specified months, 1950 - 1952

Classification	1950	1951	1952	
	August	August	February	August
- - - - Percent of stores - - - -				
U. S. total	38.2	45.6	47.6	51.3
Volume of store business				
Under \$50,000	25.7	26.9	28.8	33.5
\$50,000 to \$100,000	62.8	69.0	73.0	74.9
\$100,000 to \$500,000	82.0	88.9	89.4	91.9
\$500,000 and over	89.5	99.6	100.0	95.4
Type of store management				
National chains	72.2	94.9	97.0	93.0
Regional chains	64.9	69.4	71.5	76.0
Independent groceries	36.2	43.6	45.5	49.3
City size, population				
Under 10,000 1/	28.5	34.2	36.3	41.9
10,000 to 100,000	49.2	58.6	60.1	63.1
100,000 to 500,000	55.6	61.8	61.8	60.2
500,000 and over	46.7	56.0	59.7	60.2
Region 2/ or city				
Northeast	44.6	52.0	54.9	57.8
North Central	47.2	59.2	60.3	66.1
South	16.1	22.9	24.2	27.6
Mountain and Southwest	38.5	46.8	49.5	51.3
Pacific	64.6	73.3	72.9	77.6
New York City	37.7	50.9	57.0	58.4
Chicago	52.0	63.0	63.1	70.0
Los Angeles	76.8	78.0	80.7	83.6

1/ Includes rural route stores outside corporate city limits.

2/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America

Table 7.- Frozen concentrated orange-grapefruit blend and grapefruit juices:
Percent of retail food stores with indicated product available,
by store classification, city size, and geographic area,
specified months, 1951 - 1952

Classification	Orange-grapefruit blend			Grapefruit		
	1951	1952		1951	1952	
	August	February	August	August	February	August
	Percent of stores					
U. S. total	18.9	15.3	14.9	24.3	21.7	23.9
Volume of store business						
Under \$50,000	8.8	6.9	7.0	10.9	9.8	11.8
\$50,000 to \$100,000	27.4	23.5	21.4	37.2	33.7	37.5
\$100,000 to \$500,000	46.6	36.7	33.8	58.2	53.3	52.7
\$500,000 and over	57.0	50.8	67.2	78.2	56.5	64.5
Type of store management						
National chains	49.0	45.3	48.5	49.0	46.4	59.0
Regional chains	36.6	39.1	33.9	53.6	47.0	43.9
Independent groceries	17.6	13.6	13.3	22.6	20.0	22.2
City size, population						
Under 10,000 1/	12.6	10.5	10.8	17.5	15.0	16.9
10,000 to 100,000	28.2	20.6	18.7	32.8	31.5	32.3
100,000 to 500,000	27.9	16.8	15.2	36.5	28.7	29.0
500,000 and over	21.1	23.5	23.7	27.8	26.1	31.6
Region 2/ or city						
Northeast	29.3	22.5	18.1	34.4	30.2	27.2
North Central	23.8	14.1	20.9	27.7	22.9	31.0
South	6.4	7.6	5.2	12.2	10.4	12.5
Mountain and Southwest	14.9	13.2	12.5	22.3	24.1	24.3
Pacific	25.0	22.9	19.1	30.8	26.5	27.3
New York City	28.6	26.9	31.9	32.3	33.8	39.6
Chicago	20.4	25.2	19.4	26.6	27.0	29.2
Los Angeles	17.8	18.6	19.4	30.7	30.6	32.1

1/ Includes rural route stores outside corporate city limits.

2/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America

Table 8.- Frozen ade bases: Percent of retail food stores with indicated products available, by store classification, city size, and geographic area, specified months, 1951 - 1952

Classification	Lemonade base		Orangeade base		Limeade base	
	1951	1952	1952	1952	1952	1952
	August	February	August	August	August	August
	Percent of stores					
U. S. total	34.4	32.9	41.8	11.6	10.4	
Volume of store business						
Under \$50,000	17.8	15.9	25.1	7.8	4.6	
\$50,000 to \$100,000	54.9	50.8	63.7	13.5	16.0	
\$100,000 to \$500,000	71.5	76.4	78.4	23.0	25.6	
\$500,000 and over	94.3	85.1	93.3	26.5	29.3	
Type of store management						
National chains	85.0	72.9	87.7	32.8	26.9	
Regional chains	58.6	61.8	63.9	21.3	13.0	
Independent groceries	32.4	30.7	39.8	10.7	10.0	
City size, population						
Under 10,000 1/	24.9	24.4	32.6	9.9	8.5	
10,000 to 100,000	48.0	45.1	52.2	13.4	14.6	
100,000 to 500,000	44.9	41.7	56.8	11.1	9.7	
500,000 and over	40.5	38.3	48.0	14.7	10.8	
Region 2/ or city						
Northeast	41.2	37.1	46.4	12.4	5.0	
North Central	43.8	39.7	53.2	19.6	19.7	
South	16.9	17.0	23.7	5.0	6.2	
Mountain and Southwest	33.4	35.7	41.5	10.3	14.5	
Pacific	58.0	53.8	64.1	15.8	11.5	
New York City	41.4	38.6	44.9	15.2	7.0	
Chicago	39.9	48.1	57.0	7.7	16.8	
Los Angeles	53.8	68.8	70.2	.5	15.6	

1/ Includes rural route stores outside corporate city limits.

2/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America

Table 9.- Lemon juice, single strength: Percent of retail food stores with indicated can sizes of shelf pack and frozen lemon juice available, by store classification, city size, and geographic area, specified months, 1951 - 1952

Classification	Canned single strength lemon juice					Frozen single strength lemon juice	
	5-1/2-ounce can		Total			Feb.	Aug.
	Feb.	Aug.	Aug.	Feb.	Aug.	1952	1952
	1952	1952	1951	1952	1952		
	Percent of stores						
U. S. total	31.0	31.8	49.2	48.5	47.5	8.2	11.3
Volume of store business							
Under \$50,000	21.0	20.9	34.4	31.1	33.4	4.0	5.9
\$50,000 to \$100,000	37.8	44.4	68.5	67.7	66.7	14.4	16.7
\$100,000 to \$500,000	59.1	56.1	81.3	85.7	78.1	15.5	24.7
\$500,000 and over	78.6	79.0	99.6	84.2	88.6	31.0	31.2
Type of store management							
National chains	74.2	48.8	98.5	98.0	77.3	23.3	25.5
Regional chains	50.4	58.6	95.0	84.0	84.2	17.0	20.5
Independent groceries	29.2	30.1	46.3	45.8	45.1	7.5	10.5
City size, population							
Under 10,000 1/	23.0	25.7	40.0	41.2	39.6	5.1	8.9
10,000 to 100,000	41.2	41.1	57.8	54.0	54.4	13.2	13.1
100,000 to 500,000	41.1	34.9	58.0	56.8	47.4	9.4	17.9
500,000 and over	37.0	36.2	63.4	61.3	65.2	10.6	12.5
Region 2/ or city							
Northeast	40.0	36.5	60.9	60.3	51.2	13.2	11.5
North Central	34.3	38.7	63.5	57.3	66.5	10.2	19.6
South	13.2	14.1	23.2	26.2	25.5	2.9	4.2
Mountain and Southwest	36.7	39.2	45.8	42.3	44.1	8.1	15.0
Pacific	57.8	64.6	67.1	67.3	61.9	8.8	11.3
New York City	39.8	33.8	56.5	57.0	49.4	7.1	9.5
Chicago	18.3	19.6	86.5	92.4	84.1	14.8	16.0
Los Angeles	77.0	81.8	80.2	79.6	77.8	.5	-

* Includes both tin and glass containers.

1/ Includes rural route stores outside corporate city limits.

2/ Data for New York City, Chicago, and Los Angeles not included in regional totals

Source: National Retail Store Audit conducted by Market Research Corporation of America

Table 10.- Shelf-pack concentrated juices and ade bases: Percent of retail food stores with indicated products available, by store classification, city size, and geographic area, specified months, 1951 - 1952

Classification	Concentrated orange juice		Concentrated prune juice		Lemonade base		
	Feb.	Aug.	Feb.	Aug.	Aug.	Feb.	Aug.
	1952	1952	1952	1952	1951	1952	1952
- - - - Percent of stores - - - -							
U. S. total	23.1	42.5	3.5	19.0	27.2	19.3	25.9
Volume of store business							
Under \$50,000	13.3	35.6	1.7	14.3	16.0	11.0	18.2
\$50,000 to \$100,000	33.4	45.5	3.8	18.6	38.0	28.8	29.2
\$100,000 to \$500,000	46.5	63.9	8.9	36.6	55.3	38.2	50.2
\$500,000 and over	66.4	72.7	18.3	42.9	72.0	56.0	59.7
Type of store management							
National chains	51.1	74.6	17.9	53.1	56.1	41.9	55.2
Regional chains	58.6	73.9	12.9	33.5	65.6	50.6	63.5
Independent groceries	20.8	40.3	2.7	17.6	25.0	17.3	23.5
City size, population							
Under 10,000 1/	21.2	43.0	3.0	17.5	24.7	18.2	26.9
10,000 to 100,000	27.7	46.3	4.9	22.4	32.1	24.2	25.1
100,000 to 500,000	23.9	41.8	2.2	20.5	31.1	18.9	29.9
500,000 and over	22.0	34.2	3.6	17.9	25.5	15.2	20.8
Region 2/ or city							
Northeast	28.0	46.4	4.6	21.8	35.8	20.9	25.4
North Central	28.5	55.5	3.2	27.3	37.6	30.5	40.9
South	13.1	33.6	2.2	12.8	12.0	7.6	15.0
Mountain and Southwest	21.5	41.7	4.5	18.4	26.1	18.3	23.5
Pacific	43.7	52.8	5.7	28.0	48.7	40.5	48.5
New York City	17.7	24.2	2.9	6.7	11.6	8.0	9.5
Chicago	20.8	19.0	3.4	8.8	30.8	20.1	15.6
Los Angeles	33.0	27.5	2.7	5.4	26.7	36.3	40.9

1/ Includes rural route stores outside corporate city limits.

2/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America

Table 11.- Canned single strength orange juice: Percent of retail food stores with indicated can sizes available, by store classification, city size, and geographic area, specified months, 1951 - 1952

Classification	No. 2 can		46-oz. can		Total 1/		
	Feb. 1952	Aug. 1952	Feb. 1952	Aug. 1952	Aug. 1951	Feb. 1952	Aug. 1952
	Percent of stores						
U. S. total	77.4	77.8	67.1	71.4	94.2	94.1	95.2
Volume of store business							
Under \$50,000	73.4	74.1	55.0	60.2	92.0	92.4	93.3
\$50,000 to \$100,000	80.8	82.4	85.3	87.7	96.6	95.3	97.6
\$100,000 to \$500,000	88.8	86.4	91.2	95.3	99.8	98.9	99.5
\$500,000 and over	88.3	88.7	100.0	98.7	99.6	100.0	100.0
Type of store management							
National chains	91.2	96.1	98.8	94.9	100.0	100.0	100.0
Regional chains	87.6	89.3	85.0	85.1	98.6	93.8	98.7
Independent groceries	76.6	76.9	65.6	70.3	93.9	94.0	94.9
City size, population							
Under 10,000 2/	76.9	76.5	64.1	68.3	95.2	96.0	97.5
10,000 to 100,000	75.6	74.3	70.6	75.4	92.4	90.7	91.1
100,000 to 500,000	80.6	86.4	68.3	76.6	97.0	95.6	96.6
500,000 and over	80.3	82.9	71.1	72.8	91.5	91.5	92.8
Region 3/ or city							
Northeast	74.9	77.5	70.2	75.9	95.3	90.0	92.1
North Central	68.3	66.0	82.1	83.3	97.4	97.9	96.9
South	83.8	85.1	52.3	58.1	92.9	95.8	98.0
Mountain and Southwest	80.6	81.1	64.5	70.4	93.5	96.4	96.9
Pacific	80.1	76.6	81.4	85.0	96.0	91.9	93.3
New York City	75.4	75.4	62.6	62.3	79.5	81.9	81.8
Chicago	84.1	83.0	66.8	72.5	96.2	94.4	95.0
Los Angeles	89.0	92.0	80.3	86.2	94.2	92.3	95.8

1/ Includes other can sizes.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America

Table 12.- Canned single strength grapefruit juice: Percent of retail food stores with indicated can sizes available, by store classification, city size, and geographic area, specified months, 1951 - 1952

Classification	No. 2 can		46-oz. can		Total 1/		
	Feb.	Aug.	Feb.	Aug.		Feb.	Aug.
	1952	1952	1952	1952		1952	1952
	Percent of stores						
U. S. total	68.7	69.4	60.6	63.8	86.8	86.5	89.1
Volume of store business							
Under \$50,000	61.8	62.9	46.4	49.9	81.1	80.9	84.4
\$50,000 to \$100,000	79.0	77.6	81.7	83.4	94.8	94.2	95.3
\$100,000 to \$500,000	81.9	83.8	90.0	93.7	99.5	99.1	99.8
\$500,000 and over	94.1	91.1	98.8	99.5	99.1	100.0	100.0
Type of store management							
National chains	90.0	96.2	96.9	86.7	99.5	100.0	100.0
Regional chains	83.7	89.8	89.4	90.1	98.1	97.8	98.7
Independent groceries	67.5	67.8	58.5	62.0	86.1	85.7	88.4
City size, population							
Under 10,000 2/	62.1	63.3	53.3	59.4	83.1	83.0	88.5
10,000 to 100,000	74.3	72.1	66.8	65.3	90.1	89.4	87.6
100,000 to 500,000	80.9	85.8	67.0	74.4	95.9	93.9	96.1
500,000 and over	76.1	76.2	73.3	70.3	89.1	90.1	89.2
Region 3/ or city							
Northeast	75.0	75.8	63.2	65.3	92.0	91.8	87.6
North Central	58.6	61.8	76.5	75.5	91.8	92.1	95.5
South	65.3	64.5	39.5	46.6	76.7	76.0	84.7
Mountain and Southwest	72.8	78.4	66.3	69.7	91.7	89.1	91.4
Pacific	79.4	77.0	85.4	88.6	94.5	95.2	95.1
New York City	75.0	66.3	58.9	64.0	79.8	80.5	79.2
Chicago	81.0	81.0	73.1	72.6	93.7	94.2	93.2
Los Angeles	92.6	93.1	86.1	89.8	95.9	98.3	96.9

1/ Includes other can sizes.
2/ Includes rural route stores outside corporate city limits.
3/ Data for New York City, Chicago, and Los Angeles not included in regional Totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America

Table 13.- Canned single strength orange-grapefruit blended juice: Percent of retail food stores with indicated can sizes available, by store classification, city size, and geographic area, specified months, 1951 - 1952

Classification	No. 2 can		46-oz. can		Total 1/	
	Feb.	Aug.	Feb.	Aug.	Feb.	Aug.
	: 1952	: 1952	: 1952	: 1952	: 1951	: 1952
	- - - Percent of stores - - -					
U. S. total	39.9	42.4	43.2	44.2	59.9	58.2
Volume of store business						
Under \$50,000	27.4	29.9	28.9	28.2	45.8	44.8
\$50,000 to \$100,000	58.3	60.3	65.1	68.3	82.7	80.6
\$100,000 to \$500,000	63.9	66.2	69.4	74.7	85.9	81.7
\$500,000 and over	90.4	95.0	98.8	98.5	99.1	100.0
Type of store management						
National chains	92.2	95.6	91.8	83.9	97.7	99.2
Regional chains	67.1	71.8	71.0	78.6	93.2	86.0
Independent groceries	37.6	39.8	40.9	41.7	57.7	56.0
City size, population						
Under 10,000 2/	30.7	33.7	36.5	39.8	53.1	48.4
10,000 to 100,000	45.4	47.7	48.6	46.7	64.1	67.3
100,000 to 500,000	50.5	54.3	51.8	50.2	69.3	70.0
500,000 and over	58.2	57.7	53.7	52.2	72.2	71.7
Region 3/ or city						
Northeast	54.9	59.9	55.0	53.8	74.1	76.2
North Central	39.9	41.5	63.6	62.8	78.6	73.8
South	18.6	21.0	15.4	18.2	30.0	26.5
Mountain and Southwest	34.9	39.1	31.5	35.5	50.5	49.0
Pacific	63.4	63.8	67.9	72.2	86.1	83.3
New York City	67.3	62.2	53.8	52.1	74.9	74.4
Chicago	71.9	67.0	56.2	56.3	77.5	82.3
Los Angeles	71.0	76.9	68.4	73.4	83.3	84.0

1/ Includes other can sizes.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America

Table 14.- Canned single strength tangerine juice: Percent of retail food stores with indicated can sizes available, by store classification, city size, and geographic area, specified months, 1951 - 1952

Classification	No. 2 can		Other 1/		Total	
	Feb.	Aug.	Feb.	Aug.	Feb.	Aug.
	1952	1952	1952	1952	1951	1952
----- Percent of stores -----						
U. S. total	15.2	13.1	6.7	7.5	18.8	18.2
Volume of store business						
Under \$50,000	8.6	8.2	2.5	3.0	10.0	10.4
\$50,000 to \$100,000	18.3	14.8	10.3	7.9	27.3	21.7
\$100,000 to \$500,000	33.9	27.7	16.2	20.7	38.8	41.5
\$500,000 and over	59.8	44.1	38.7	51.6	69.9	62.7
Type of store management						
National chains	45.2	27.1	29.6	39.6	60.3	45.1
Regional chains	41.7	34.4	27.9	26.5	56.5	48.9
Independent groceries	13.3	11.7	5.2	5.9	16.4	16.2
City size, population						
Under 10,000 2/	12.2	9.4	6.8	6.6	15.3	14.9
10,000 to 100,000	16.8	15.6	5.9	7.5	23.8	18.8
100,000 to 500,000	18.5	16.0	9.1	9.9	19.1	23.3
500,000 and over	21.4	20.5	6.1	9.1	22.9	26.1
Region 3/or city						
Northeast	20.3	19.6	7.2	6.3	29.0	22.4
North Central	13.9	12.2	12.0	14.0	18.0	24.3
South	12.0	7.4	3.7	4.0	11.0	10.1
Mountain and Southwest	6.4	11.8	6.6	7.2	16.8	15.5
Pacific	16.3	14.3	3.7	6.8	18.8	20.2
New York City	26.9	23.0	4.2	8.0	27.2	26.1
Chicago	26.0	11.4	6.2	6.2	21.6	13.8
Los Angeles	20.0	19.0	1.1	5.2	12.3	22.6

1/ Includes both tin and glass containers.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America

Table 15.- Canned single strength orangeade and lemonade: Percent of retail food stores with indicated can sizes of products available, by store classification, city size, and geographic area, August 1952

Classification	Orangeade		Lemonade	
	46-oz. can	Other can sizes	Total	All can sizes
- - - - Percent of stores - - - -				
U. S. total	19.7	14.6	27.1	8.6
Volume of store business				
Under \$50,000	11.0	12.0	18.7	4.7
\$50,000 to \$100,000	22.3	14.3	30.7	8.2
\$100,000 to \$500,000	48.1	24.2	53.0	25.1
\$500,000 and over	62.9	32.2	66.8	11.2
Type of store management				
National chains	53.6	27.7	62.3	15.8
Regional chains	61.8	48.7	70.7	23.8
Independent groceries	17.0	12.7	24.2	7.7
City size, population				
Under 10,000 1/	20.2	15.1	28.1	7.2
10,000 to 100,000	21.2	14.1	26.6	9.4
100,000 to 500,000	22.1	11.8	25.9	13.1
500,000 and over	14.2	15.6	24.8	9.3
Region 2/ or city				
Northeast	8.6	12.1	17.3	9.0
North Central	29.4	15.3	34.6	11.2
South	20.4	18.2	28.9	6.0
Mountain and Southwest	23.0	13.5	30.2	11.7
Pacific	31.3	12.4	37.3	11.3
New York City	4.3	8.0	9.6	3.3
Chicago	21.7	14.1	29.3	6.3
Los Angeles	21.9	5.4	24.6	5.9

1/ Includes rural route stores outside corporate city limits.

2/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America

Table 16.- Canned prune juice: Percent of retail food stores with indicated container sizes available, by store classification, city size, and geographic area, specified months, 1951 - 1952

Classification	Qt. glass		Other 1/			Total	
	Feb.	Aug.	Feb.	Aug.	Aug.	Feb.	Aug.
	1952	1952	1952	1952	1951	1952	1952
	Percent of stores						
U. S. total	67.9	66.3	21.4	24.4	71.2	72.4	72.3
Volume of store business							
Under \$50,000	57.1	53.8	11.6	17.1	58.9	61.0	60.3
\$50,000 to \$100,000	81.3	84.3	24.4	30.0	90.0	88.7	91.2
\$100,000 to \$500,000	93.9	92.6	52.8	43.4	95.9	97.4	96.0
\$500,000 and over	93.8	98.5	78.0	65.8	98.8	95.3	100.0
Type of store management							
National chains	91.2	100.0	86.3	56.0	100.0	91.2	100.0
Regional chains	89.8	89.6	59.5	56.4	96.9	91.5	93.3
Independent groceries	66.4	64.4	18.3	22.2	69.5	71.1	70.7
City size, population							
Under 10,000 2/	62.0	60.1	16.2	18.0	63.7	66.3	65.6
10,000 to 100,000	72.2	69.1	25.0	26.0	79.4	76.8	75.7
100,000 to 500,000	72.1	74.1	26.2	32.1	79.8	78.1	80.3
500,000 and over	80.2	79.2	31.8	40.6	79.3	84.0	86.1
Region 3/ or city							
Northeast	78.2	76.0	14.5	19.0	83.1	81.7	80.7
North Central	74.6	74.0	20.7	20.4	77.0	78.8	80.3
South	52.0	47.5	10.9	17.5	51.4	54.7	52.2
Mountain and Southwest	66.3	67.7	41.5	39.6	75.8	77.3	79.3
Pacific	77.3	80.9	47.5	45.2	84.6	85.4	88.3
New York City	74.2	73.0	34.8	34.7	76.1	76.7	77.7
Chicago	78.4	80.6	46.8	55.7	89.7	84.4	89.8
Los Angeles	79.6	88.5	73.3	80.2	88.9	89.8	95.6

1/ Includes other containers and container sizes.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America

Table 17.- Dried fruits: Percent of retail food stores with indicated fruit available, specified months, 1950 - 1952

Dried Fruit	1950	1951	1952	
	May	May	Feb.	May
	Percent of stores			
Dates				
Domestic	*	6.2	15.5	11.3
Imported	*	29.4	37.8	32.1
Unidentified	*	11.1	2.2	3.7
Total	33.5	40.4	49.2	41.5
Dried prunes				
1-lb. carton	64.0	66.1	72.9	(75.9 ^{1/}
2-lb. carton	21.0	22.1	23.0	
Trans. film bag	6.0	8.1	7.3	8.6
Other (including bulk)	10.1	6.3	6.8	7.8
Total	76.1	77.4	81.0	81.5

* Data not available.

^{1/} Includes availability of either 1-lb. or 2-lb. carton.

Source: National Retail Store Audit conducted by Market Research Corporation of America

Table 18.- Dates, by origin: Percent of retail food stores with domestic and imported dates available, by store classification, city size, and geographic area, May 1951 - 1952

Classification	Domestic dates		Imported dates		Total 1/	
	May		May		May	
	1951	1952	1951	1952	1951	1952
	- - - - - Percent of stores - - - - -					
U. S. total	6.2	11.3	29.4	32.1	40.4	41.5
Volume of store business						
Under \$50,000	4.0	6.7	17.6	17.8	26.0	25.5
\$50,000 to \$100,000	8.8	16.1	41.8	48.4	59.9	64.1
\$100,000 to \$500,000	9.2	19.4	57.9	64.5	69.9	73.9
\$500,000 and over	31.7	52.4	78.0	89.7	94.7	95.6
Type of store management						
National chains	28.1	38.9	76.6	85.7	87.0	89.1
Regional chains	12.8	21.6	71.1	72.6	82.0	80.6
Independent groceries	5.5	10.2	26.7	29.0	37.8	38.6
City size, population						
Under 10,000 2/	3.9	8.9	26.3	28.7	36.3	36.7
10,000 to 100,000	6.8	12.4	37.2	40.2	48.8	51.1
100,000 to 500,000	10.9	19.4	33.0	32.1	47.0	48.3
500,000 and over	10.7	12.9	25.7	31.4	37.8	38.8
Region 3/ or city						
Northeast	6.2	11.5	35.0	36.9	47.2	47.3
North Central	5.5	14.4	39.3	40.8	56.9	56.4
South	2.2	2.3	12.7	15.2	16.4	16.8
Mountain and Southwest	6.2	10.1	40.3	48.5	48.0	57.4
Pacific	25.3	38.7	47.4	45.9	69.1	68.4
New York City	10.8	17.1	21.0	20.8	31.2	30.5
Chicago	6.2	10.7	30.5	42.6	44.1	53.6
Los Angeles	26.6	54.5	28.0	46.5	60.0	70.4

1/ Includes dates not identified as to origin.

2/ Includes rural routes outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America

Table 19.- Dried prunes, by size and type of package: Percent of retail food stores with indicated consumer package available, by store classification, city size, and geographic area, May 1951 - 1952

Classification	1-lb.	2-lb.	1-lb. or	Transparent		Total ^{1/}	
	carton	carton	2-lb. carton	film bag		1951	1952
	1951	1951	1952	1951	1952	1951	1952
	- - - - Percent of stores - - - -						
U. S. total	66.1	22.1	75.9	8.1	8.6	77.4	81.5
Volume of store business							
Under \$50,000	58.4	10.8	68.2	3.2	3.3	68.7	73.8
\$50,000 to \$100,000	78.1	28.6	89.1	8.5	8.8	90.9	93.5
\$100,000 to \$500,000	80.8	53.0	88.9	24.7	25.6	94.7	96.4
\$500,000 and over	91.4	92.3	99.1	35.5	51.1	98.8	100.0
Type of store management							
National chains	88.6	80.7	93.9	47.7	49.1	98.5	95.4
Regional chains	87.3	78.3	93.0	26.5	34.8	94.7	95.2
Independent groceries	64.8	18.6	74.7	6.5	6.5	76.3	80.6
City size, population							
Under 10,000 ^{2/}	62.3	21.8	74.8	7.3	7.5	75.5	80.8
10,000 to 100,000	68.3	21.0	76.9	10.4	9.3	78.2	82.9
100,000 to 500,000	70.8	26.6	76.1	11.5	10.4	82.2	80.0
500,000 and over	74.2	22.1	78.5	5.0	10.1	80.5	82.3
Region ^{3/} or city							
Northeast	63.8	22.7	78.9	2.9	2.8	80.7	83.2
North Central	81.8	29.4	88.6	4.6	7.0	91.1	93.3
South	59.1	8.3	65.9	7.3	4.3	62.9	70.8
Mountain and Southwest	58.5	24.7	68.6	23.1	24.4	77.8	81.6
Pacific	58.5	59.8	80.6	21.1	26.4	89.3	90.9
New York City	58.7	29.9	67.1	4.7	13.7	67.5	69.7
Chicago	86.9	7.5	92.0	1.4	7.1	90.0	94.0
Los Angeles	82.8	44.3	83.1	41.9	45.6	91.0	88.7

^{1/} Includes prunes in bulk form.

^{2/} Includes rural route stores outside corporate city limits.

^{3/} Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America

Table 20.- Dried prunes and dates: Inventory in retail food stores, by store classification, city size, and geographic area, May 1952 1/

Classification	Dried prunes			Dates		
	1-lb. and	Trans.	Total	Domestic	Imported	Total
	2-lb.	film		2/	3/	
	cartons	bag				
----- Tons -----						
U. S. total	4,692	547	5,591	258	615	1,116
Volume of store business						
Under \$50,000	1,427	65	1,577	44	128	244
\$50,000 to \$100,000	945	44	1,114	46	137	249
\$100,000 to \$500,000	1,528	259	1,895	103	255	448
\$500,000 and over	792	179	1,005	65	95	175
Type of store management						
National chains	629	179	824	49	63	112
Regional chains	848	115	1,013	49	141	201
Independent groceries	3,215	253	3,754	160	411	803
City size, population						
Under 10,000 4/	1,968	234	2,316	88	260	463
10,000 to 100,000	1,309	106	1,510	72	223	373
100,000 to 500,000	594	154	789	50	60	124
500,000 and over	821	53	976	48	72	156
Region 5/ or city						
Northeast	1,275	49	1,411	41	164	275
North Central	1,179	156	1,386	69	185	357
South	832	67	953	20	74	95
Mountain and Southwest	366	157	565	15	89	113
Pacific	382	69	495	63	50	141
New York City	339	27	428	17	20	64
Chicago	130	4	139	5	21	31
Los Angeles	189	18	214	28	12	40

1/ May 1952 is the most recent period for which these data are available.

2/ Includes bulk dried prunes and those packages other than specified.

3/ Includes dates unidentified as to origin.

4/ Includes rural route stores outside corporate city limits.

5/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America

Table 21.- Fresh oranges and lemons: Percent of retail food stores customarily handling fresh fruits and vegetables with indicated fruit available, by store classification, city size, and geographic area, specified months, 1951 - 1952

Classification	Oranges				Lemons	
	Aug. 1951	Feb. 1952	Aug. 1952	Aug. 1951	Feb. 1952	Aug. 1952
	Percent of stores					
U. S. total	86.4	96.5	81.9	96.2	87.3	91.0
Volume of store business						
Under \$50,000	79.4	95.5	73.1	94.7	82.0	87.3
\$50,000 to \$100,000	95.2	97.3	93.7	98.0	94.6	94.3
\$100,000 to \$500,000	98.2	99.0	97.3	98.4	95.4	99.6
\$500,000 and over	100.0	100.0	99.6	100.0	100.0	99.6
Type of store management						
National chains	94.2	100.0	93.5	100.0	100.0	99.6
Regional chains	98.9	100.0	98.9	100.0	98.0	98.9
Independent groceries	85.6	96.3	80.7	95.9	86.4	90.4
City size, population						
Under 10,000 1/	80.1	94.7	75.5	95.5	82.0	89.8
10,000 to 100,000	93.9	99.1	87.7	97.4	92.7	89.1
100,000 to 500,000	94.3	99.5	91.1	98.0	98.1	96.3
500,000 and over	92.8	97.0	90.5	95.3	91.5	96.1
Region 2/ or city						
Northeast	97.2	98.8	90.3	94.9	92.2	87.5
North Central	98.9	99.3	93.1	95.4	87.3	93.4
South	62.4	92.9	58.8	97.7	77.7	89.0
Mountain and Southwest	89.5	94.5	89.2	96.1	94.7	94.6
Pacific	98.3	97.0	96.8	97.1	95.2	96.8
New York City	91.7	94.6	88.4	97.2	97.0	93.9
Chicago	99.4	98.6	97.4	94.3	94.7	96.1
Los Angeles	96.2	100.0	95.5	98.1	92.4	94.3

1/ Includes rural route stores outside corporate city limits.

2/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America

